
MEDIA KIT

Fast facts, founders, key messaging and timeline

Fast facts

Founded: 2018

Headquarters: Sydney, Australia

Founders: Drew Seitam (Founder & CEO) and Kathy Leach (Founder and Manager, Member Experience)

Homes: more than 10,000

Countries: 120

Community: 70,000+ member Facebook group, the most popular in home exchange

Trustpilot: rated 4.9, the highest-rated home exchange community (ranked #1 in the Homestay category among businesses with more than 500 reviews)

Where the homes are: around 45% Europe, 35% North America, 10% Australia and New Zealand, the rest across the world

How it works: membership-based home exchange; no money changes hands between members; flexible non-reciprocal exchange through the Globe model (Globes and Plutos)

Website: peoplelikeus.world

Media contact: Drew Seitam, press@peoplelikeus.world, +61 411 623 553

Founders: Drew Seitam & Kathy Leach

Drew and his wife, Kathy, founded People Like Us in 2018, after a family conversation on a trip through Europe about how to travel for months at a time without the cost of hotels. Rather than join an existing network, they set out to build their own, one shaped by its members and run on trust and generosity. Based in Sydney, they stay closely involved in the community day to day, and are keen advocates for home exchange as a warmer, more affordable and more human way to see the world.



Drew Seitam
Founder & CEO



Kathy Leach
Founder and Manager, Member Experience

Key messaging and FAQ

In one line

People Like Us is the world's most trusted home exchange community, where members swap homes to travel the world without the cost of hotels.

How does home exchange work on People Like Us?

Members open their homes to one another and stay in each other's homes, so they travel without paying for accommodation. An exchange can be reciprocal, a direct swap, or non-reciprocal: with the Globe model, a member can stay in someone's home now and host a different member later, using Globes and Plutos to keep it fair. No money changes hands between members, and People Like Us is membership-based.

What makes People Like Us different?

It is community-led, shaped and grown by its members rather than run at them. It is the most trusted, with the highest Trustpilot rating in home exchange. And its Community Feed now uses matching that reads members' own words and connects the people who fit.

Approved positioning lines

"The world's most trusted home exchange community." • "A community-led home exchange community, founded in Australia in 2018." For trust, use "rated 4.9 on Trustpilot," and for the ranking use the full approved line: "ranked #1 in the Homestay category among businesses with more than 500 reviews on Trustpilot."

Please get right, and please avoid

People Like Us is not a booking site or a marketplace, and no money changes hands between members. Use "home exchange," not "home swap," and "members," not "users." The company is "People Like Us" (or "PLU"), and its in-platform social feed is the "Community Feed."

What's new (August 2026)

People Like Us has launched matching in its Community Feed. A language model reads a member's plain-language post for place, dates and exchange type, and notifies the members who fit, so the right exchange finds you rather than the other way around.

Milestones

2016 The idea sparks on a family trip through Europe, over a conversation about how to travel for months at a time.

2018 People Like Us launches in Australia.

Since Grows into one of the world's largest home exchange communities and its most trusted, and builds the most popular home exchange group on Facebook, now more than 70,000 members.

2025 Plutos added for short non-reciprocal stays

2026 Launches AI-powered matching in the Community Feed.